

ABSTRACT

**IMPROVED COTTON CANDY MARKETING
AND PACKAGING SYSTEM AND RELATED PRODUCT**

A method and product for marketing and selling cotton candy comprises forming cotton candy from molten sugar to form a fluffy wad of cotton candy and positioning the fluffy wad of cotton candy in a rigid, sealed container through an opening in the container. The rigid container defines a static volume which surrounds the cotton candy wad and generally prevents the wad from being easily compressed. The rigid container is sealed with a lid which covers the opening in an airtight fashion and further defines a generally airtight static volume within the container for surrounding the wad of cotton candy. The wad of cotton candy in the rigid container is presented for direct consumption by a consumer from the container.

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